

FOUNDATION TO SIYB

Foundation to SIYB is an innovative and highly efficient simplified concept developed for targeting Micro and Home Based existing and potential entrepreneurs. It is a new training package of SIYB Association of Sri Lanka which is more appropriate for Government Departments, Micro Finance Institutions and NGOs that are working with marginalized and/ or vulnerable communities with the purpose of enhancing livelihood activities of their target communities.

Package is offered to four different target groups and is available as a package of SIYB product portfolio

- Way To Business (WTB) – Introduction to business
- Foundation to GYB (FGB) – Identification of most suitable business
- Foundation to SYB (FSB)– Simple planning and start up a business
- Foundation to IYB (FIB) – Basic concepts of business management

Key features of training package

- Short, Modular and can be easily customized
- Highly participatory and action oriented
- Material based
- Training modules which result in a tangible and immediate benefits
- Designed with an inbuilt follow up component providing each client with individual counseling service after training

WTB (Way To Business)

Focus:

Those, who are deciding their future direction, such as unemployed youths, School leavers, Vocational Training students, etc.

Objective:

To develop an entrepreneurial culture in the mindset of Youth

Content:

- Who is a business person?
- What is a business?
- Importance of getting in to a business

Duration: 05 hours

FGB (Foundation to Generate Your Business Idea)

Focus:

Potential entrepreneurs with no concrete business ideas, focus on micro/home based enterprises

Objective:

To identify the most suitable business Idea

Content:

- Who is an entrepreneur?
- What are the characteristics of an entrepreneur?
- How to generate business ideas?
- How to select the most suitable business?

Duration: 08 hours

FSB (Foundation to Start Your Business)

Focus:

Potential entrepreneurs with concrete business ideas (more focus on micro/home based enterprises)

Objective:

To prepare a simple business plan with basic business know-how

Content:

- What is a business plan?
- Main components of a business plan
- How to develop a simple business Plan?

Duration: 13 ½ hours

